

**ALL OF THE LEADERS in ONE PLACE at the SAME TIME**



## WE GATHER TOGETHER UNDER ONE ROOF Be In The Room with **ASHRAE's Best Reach** at **AHR Expo**

*ASHRAE Journal's* integrated media is the **NO. 1 INFLUENCER** of Expo attendees with both on-the-floor and in-the-conference distribution.

- ▶ Unique and contractual distribution on the Show Floor and entryways.
- ▶ Exclusive access to the ASHRAE Winter Conference at the Omni Hotel.
- ▶ More than 75,000 copies printed for Journal subscribers and AHR Expo visitors.
- ▶ More than 75,000 digital copies emailed and hosted at ASHRAE.org.

*ASHRAE Journal's Official Show Guide* reaches all those who cannot attend in person. The Show Guide also reaches non-attendees searching for product solutions needed for building projects.

- ▶ Latest Products on Display at AHR Expo in the Georgia World Congress Center.
- ▶ Most Authoritative and Credible Technology at Omni Hotel at CNN Center and Georgia World Congress Center.
- ▶ Every Leader Present:
  - ASHRAE President Farooq Mehboob, President-Elect Ginger Scoggins, and all others on its Board of Directors.
  - Top CEOs of the leading product suppliers.
  - Thought-Leaders for all top professions: consulting engineers, contractors, manufacturers' reps, mechanical engineers, architects, wholesalers/distributors, importers/exporters, OEM designers and engineers, facility engineers and managers, media, educators, and students.





advertising with

ASHRAE  
MEDIA



## ASHRAE Journal's Official AHR Expo Show Guide

- ▶ **Bound into every January issue of ASHRAE Journal.** Mailed to 54,000 subscribers in early January, distributed at the AHR Expo and ASHRAE's Winter Conference. Advertising is open to all for the January issue.
- ▶ **ASHRAE prints an additional 10,000 Official AHR Show Guide** copies for distribution at Show entrances, booths & entryways. Advertising is limited to AHR Expo exhibitors.



## AHR Today: ASHRAE Journal's Official Show Newspaper

- ▶ **Distinct issues for Monday and Tuesday** of Show.
- ▶ **20,000 copies** will be circulated at booths and Show entrances on Monday and Tuesday. 1,000 copies distributed at the ASHRAE Winter Conference.
- ▶ Don't be fooled by imitators. **The only daily newspaper with official distribution at AHR Expo** is AHR Today from ASHRAE Journal.



*"Our industry has never been more essential. The public became aware of what our industry does. We are fully connected as a world, with more people involved in problem-solving."*

~ 2021-2022 ASHRAE President Mick Schwedler

*"There have been some heavy ups and downs across the industry in recent years and we, as a community, needed to feel the inspiration that happens when we gather together under one roof... This industry is strong, and we are back on track to tackle the challenges before us."*

~ Mark Stevens, Show Manager, AHR Expo





## ASHRAE Media Newsletters

**Product Preview Newsletters** (Circulation of over 90,000 per newsletter)

- ▶ Sent on Jan. 25 and Feb. 1 with distinct issues.
- ▶ Sent to those looking for latest products & solutions.
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology.
- ▶ Content is 100% product news releases.
- ▶ Specifications:
  - 216x216 pixel image, 40 character headline, 400-character description, description and URL link.
  - \$1,500 gross per product announcement.

**AHR Expo Special Edition Newsletters** (Circulation of over 90,000 per newsletter)

- ▶ Feb. 5: Show Preview Newsletter; Feb. 6 - 8: AHR Days 1, 2 and 3 Newsletters.
- ▶ Reach those looking for the latest show news, products, and solutions.
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology with 25% unique average open rate.
- ▶ Specifications:
  - Top/Bottom Leaderboards: 728x90 pixel image plus URL link. \$3,606 gross/issue.
  - Rectangle: 300x250 pixel image plus URL link. \$3,580 gross/issue.
  - Text: 216x216 pixel image, 40-character title, 400-character description and URL link. \$4,300 gross/issue.

## AHR Today Website

Official Website for AHR news  
([www.ashrae.org/news/ahr-today/2023-ahr-today](http://www.ashrae.org/news/ahr-today/2023-ahr-today))

- ▶ 50,000 visitors on ASHRAE.org; updated daily.
- ▶ Skyscraper advertising offered.
- ▶ Sponsored Content & Product Releases available.



## Supplier Webinar

- ▶ 60-minute webinar with company branding.
- ▶ Promoted to *ASHRAE Journal* readers.
- ▶ Approximately 1,000 average registrations converted into leads for unlimited use.



## Sponsor the 2023 ASHRAE Winter Conference

- ▶ Opt-in mailing list available.
- ▶ Recognition on ASHRAE.org homepage, in conference promotions and signage at the Winter Conference.
- ▶ Approximately 2,000 average registrations people expected.
- ▶ Tech Talks available to share product technology solutions.

TAKE A DEEPER DIVE WITH [WWW.ASHRAE.ORG/ADVERTISING-JANUARY](http://WWW.ASHRAE.ORG/ADVERTISING-JANUARY)



Join us at the  
2023 AHR Expo  
ATLANTA / FEB 6-8



REACH THE LARGEST HVAC&R AUDIENCE WITH ASHRAE – Official Co-Sponsor of AHR Expo

180 Technology Parkway  
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